



THE LIBRARY OF CONGRESS

WASHINGTON, D.C. 20540

MUSIC DIVISION

July 8, 1977

Dear Mr. Shepard:

I thank you for mailing to me your sampling of materials from The Traditional Music and Folk Songs of the United States (An Encyclopedia). It appears to be an impressive work indeed, and certainly would be, as you say, a very useful one. And I gather that you would like to see it put to good use, ideally with some degree of credit and, perhaps, remuneration to yourself.

Let me mention a few thoughts that occur to me regarding these matters. First of all, we would be very interested in having a copy of the work in the Archive of Folk Song, for it would help us and our readers considerably in a number of ways. And, as you say, there is no single current index available that in any way approaches the scope of yours.

There are three or four ways which the Library of Congress might obtain a copy, if you were willing. If you made us an offer for the purchase of the original or a photocopy, we might be able to authorize the appropriate funds. Or, if you would be willing to loan us the material, we could photocopy it in the Library and return the original. Finally, if you were to publish the encyclopedia, the Library would most likely receive two copies through the copyright procedure.

In regard to the last-mentioned method, I am listing below some publishers and folksong researchers whom you might want to contact concerning publication, computerization, etc.

Mr. Shepard

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July 8, 1977

X Information Coordinators, Inc.
1435-37 Randolph Street
Detroit, Michigan 48226

X G. K. Hall & Co.
70 Lincoln Street
Boston, Massachusetts 02135

X Musicdata, Inc.
18 West Chelton Avenue
Philadelphia, Pennsylvania 19144

X Scarecrow Press
Metuchen, New Jersey 08840

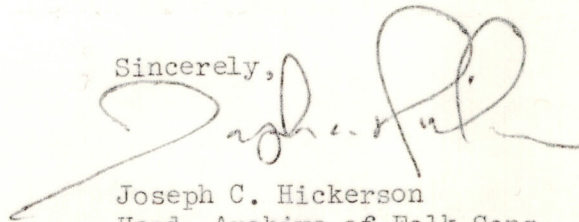
✓ ↘ Dr. Norm Cohen
John Edwards Memorial Foundation, Inc.
Folklore and Mythology Center
University of California
Los Angeles, California 90024

X Mr. Jerome Wenker
11 Carlton Club Drive
Piscataway, New Jersey 08854

✓ ↘ Professor D. K. Wilgus
Folklore and Mythology Group
University of California
Los Angeles, California 90024

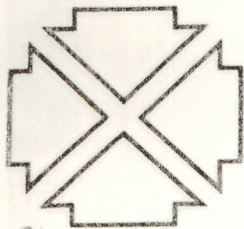
Please keep us posted on your efforts in this matter and don't hesitate to get in touch if we may be of any further assistance to you, and especially if you would like the Library to obtain a copy of your work.

Sincerely,



Joseph C. Hickerson
Head, Archive of Folk Song

Mr. Richard R. Shepard
584 E. Pleasant Valley
Oxnard, California 93030



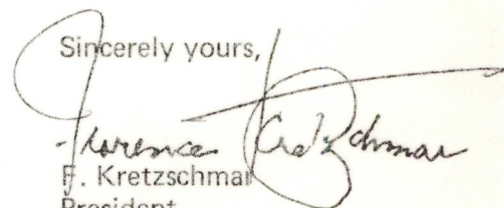
January 6, 1978

Mr. Richard R. Shepard
584 E. Pleasant Valley
Oxnard, California 93030

Dear Mr. Shepard:

We would be interested in examining the manuscript of your encyclopedia *Traditional Music and Folk Songs of the United States*. It sounds interesting but might be too massive, thus impractical, for us to consider publishing. As soon as we receive it we will acknowledge the fact and will exercise care for its safety.

Sincerely yours,


Florence Kretschmar
President

FK:jh

McFarland & Company, Inc.
Publishers

Box 611, Jefferson, North Carolina 28640 Tel. 919-246-4460

May 30, 1979


Richard R. Shepard
584 E Pleasant Valley Rd
Oxnard CA 93030

Dear Mr. Shepard:

Whatever happened to the encyclopedia on Traditional Music and Folk Songs of the United States that you had to offer in late 1977?

If this is a homeless manuscript at present, we would be very happy to hear from you.

Sincerely,


Robert Franklin
President

rf/sm

Call him (Tuesday)

McFarland & Company, Inc. Publishers

Box 611, Jefferson, North Carolina 28640 Tel. 919-246-4460

June 29, 1979

Richard Riley Shepard
1309 W Pioneer Ave
Porterville CA 93257

Dear Mr. Shepard:

We are very impressed with your manuscript, "Traditional Music and Folk Songs of the United States," and would like to publish it, if we possibly can.

The first three parts of the book (front matter, Guide to References, Song Title Index) present no problem.

The songs themselves, with your historical notes, the lyrics, and the scores, are of course where the problem lies. The music itself is nicely written out, but is enormously space-wasteful. Understandably, you are doubtless not interested in redoing it.

The only thing we can think of, to even begin to solve the financial problems (brought about by the size problem, brought about in part by the space-wasteful layout requirements of the musical scores), would be to run the music in ~~a~~ separate volumes, sideways on an 8½ x 11 book (on about a 7 x 10 print block on the page), one after the other fit as tightly as possible. They would be shot at about 60 to 65% of present size, would bear their main titles and their encyclopedia numbers, but would not have the lyrics or essays run with them.

Thus, the first three portions of the book would be Volume I, The song histories and lyrics would be approximately Volumes II, III & IV, and the scores would be Volumes V and VI. This is, as you can imagine, an off-the-cuff estimate.

What we need from you right away, if you can, is (a) an indication of the quality of the scores--are they identical to the samples you sent, or are the samples quickie ideas of the scores?, and (b) most importantly, how many lines of scores are there (please estimate as accurately as possibly--

Simon & Schuster

November 21, 1980

Richard Riley Shepard
425 N. Main
Portterville, CA 93257

Dear Mr. Shepard:

Thank you for your recent inquiry regarding the submission of a manuscript to Simon and Schuster. Unfortunately, unsolicited manuscripts arrive in our offices in such overwhelming numbers that we have been compelled for some time now to adopt a policy of not considering such manuscripts due to our inability to process the work load.

A viable alternative for anyone seriously interested in being published is to attempt to engage the services of a literary agent. Agents are valuable to both publishers and prospective authors. For example, they are of great help to us in our manuscript selection process, and make an effort to place an author's work with the publishing house most compatible with its style and content.

We are, therefore, enclosing with this letter a list of literary agents which appears in the latest edition of Literary Market Place for your examination. (We regret that we cannot recommend specific agents.)

We wish you success in trying to find a home for your manuscript, and thank you very much for thinking of Simon and Schuster.

Sincerely,
Editorial Department



Simon & Schuster Building
1230 Avenue of the Americas
New York, NY 10020

212 245 6400

A Division of Gulf & Western Corporation

June 29, 1979

for one thing, taking Young Jimmy Hall as an example, we don't know how many of the 2616 songs have music for more than one version).

You would have to understand that in our vision of the work the scores would be for scholarly or reference use only, and would not work out as performance scores to set on a piano or something. The project becomes completely impossible if the scores were to be run any larger than we mentioned above.

Would you be willing to indemnify McFarland against claims by any person that you had run a copyrighted work without permission? I believe you completely that none of the works are copyrighted, but facts have never in the past prevented the litigious from their assaults, and the music industry is as you know more lawsuit minded than any other group, artistic or otherwise.

If all money were paid from McF pockets, would you be willing to donate labor in layout? For example, the volumes of the scores: if we gave you precise instructions and specifications, would you do the cutting and pasting needed to get them on camera-ready sheets? Or, alternately, if we provided the machine (and edited the material beforehand for style, consistency, and grammar/spelling minutiae), would you compose the volumes comprising the song histories and lyrics?


We would at no point require cash from you for anything, and would of course offer you a good royalty. The set of (very tentatively) six volumes would be hardbound only, each volume $8\frac{1}{2}$ x 11.

What price do you think libraries, institutions, and rich individuals would pay for the set? Hearing your estimate of this would be very helpful to us.

Do you infer that there is a chance that Hickerson/Library of Congress would be interested in spending public money for the commercial (i.e., McFarland) publishing of this? This is a side question that wouldn't affect our decision, but might of course make the financial aspects far easier to solve.

If it is easy to do, please xerox the entire Foreword and Directions for Use and enclose them to us in your reply, which we hope will come soon.

Sincerely,


Robert Franklin
President

rf/sm

McFarland & Company, Inc.

Publishers

Box 611, Jefferson, North Carolina 28640 Tel. 919-246-4460

July 12, 1979

Richard Riley Shepard
1309 W Pioneer Ave
Porterville CA 93257

Dear Mr. Shepard:

This letter is just to get in writing a few of the things we discussed in your phone call--for which thanks--and to tell you that we will be getting an estimate on the printing and binding, which will be necessary before we feel we can enter into a contract with you.

We understand that you have asked for roughly \$2400 over a three-month period, for which you will complete the hand lettering of the 12,194 lines of music, as well as cut them and strip them in to our exact specifications.

If we were to locate and lease suitable equipment near to your home, with ease of access by you, I understand you might be willing to undertake some composition too, if we could arrive at a remuneration schedule we both can live with. This by the way is a tangential idea which we do not necessarily feel at this point is warranted; the cutting and stripping of the music, however, begins to look as if it was definitely best done by you.

It may very well be that I should visit you in Porterville at some point; to carry away the text portion of the manuscript at least. Maybe not.

A pre-pub offer does sound best--in fact it's standard for a project of this nature. Perhaps a \$155 price tag through December 1980, cash in advance, would do it; price after publication to be \$199. The preparation of a mailing list for the pre-pub offer would benefit greatly from your suggestions, outside of the major libraries. Even more essential would be a "dossier" you'd compile of adulatory comments by heavies in the field, to be sent with the offer, along with a sample of the book. I should tell you at this point we cannot afford much if any space advertising. A strong direct-mail effort is by far best here.

Sincerely,

Robbie

Robert Franklin
President

rf/sm

McFarland & Company, Inc.

Publishers

Box 611, Jefferson, North Carolina 28640 Tel. 919-246-4460

September 25, 1979

Richard Riley Shepard
1309 W Pioneer Ave
Porterville CA 93257

Dear Mr. Shepard:

I believe your folk song encyclopedia was the finest manuscript offered to my company in the past six months. We have made every effort in the past 60 days to come up with a way that financially we could afford to contract for it.

We regret profoundly that we are unable during the first 18 months of our existence as a publisher to afford to produce your work, which would require about 18 months' worth of our entire book production budget. We certainly hope that you are able to come up with alternate plans in the meantime.

If it should be that you have managed to continue working on it, even bringing it to a conclusion without outside financial help, we should certainly be able to talk real specifics with you toward the end of 1980.

I fear this will mean McFarland will lose its chance, though such an event will happily mean your publication elsewhere. But I want you to know that we are convinced of the desirability of the work, eager to participate in its production, but frankly too tenderly balanced at the bank to undertake it. It would be unfair to mislead you on this.

If you see any way to continue our discussion, perhaps toward a definite 1981 contracting for its publication, we would be happy to hear from you further. Many thanks for your enthusiastic trust and realistic understanding so far. This is an unhappy step.

Sincerely,

Robert Franklin
President

rf/sm